



**Marketing and Communications Specialist  
Park Place Financial and Peak Benefit Solutions**

TO APPLY:

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**About Us**

Park Place Financial and Peak Benefit Solutions have been growing steadily and working towards becoming market leaders in this region. Our group of companies is looking to expand its team with dynamic individuals who have a passion for excellence in client service and business development.

The primary goal of our partners, advisors and staff is to prioritize the client first, ensuring that strong, positive processes are in place to create and preserve wealth across family generations. Our team is comprised of people who strive to maintain a very high standard in client service and who apply a superior ethical standard to their work, creating consistently positive experiences in all client interactions.

**The Opportunity**

Reporting to the Chief Operating Officer, the Marketing and Communications Specialist will play a critical role in developing and executing strategies to position our group of companies as a leader in the financial and group benefit services space. With a focus on fostering a brand identity and related strategies that will be employed across all company segments, the incumbent will work to build a strong and unforgettable brand presence among our current and prospective client groups.

The emphasis of this role is on maximizing close collaboration and teamwork with colleagues and ensuring that the individual product/market strategy is compatible with the broader strategies of the group of businesses that are supported. Working closely with the COO and partners, the incumbent will be a strong influencer and collaborator who can unify and leverage the expertise of a broad range of internal and external partners.

**Key Attributes:**

- High energy, positive, organized and excited about the work that we do and our clients;
- Ability to inspire and lead others to embrace our brand;
- Strengths in translating brand vision into a reality through planning and execution of marketing plans;
- Takes initiative to bring new ideas and strategies to the team;
- Exercises independent good judgment, discretion and confidentiality;
- Demonstrated ability to plan in advance to avoid tight deadlines but can also work under pressure when needed;
- Strong interpersonal skills with a proven ability to identify, build and maintain strong relationships with our clients, centres of influence, stakeholders, and members of the team;
- Performance driven and goal oriented.

**The Marketing and Communications Specialist will be responsible for:*****Corporate Brands***

- Lead and develop corporate brands to realize our vision and strategic plan;
- Assess the traction of our brands and provide evidence-based recommendations to improve brand awareness / stickiness.

***Sales and Marketing Strategy***

- Develop and implement sales and marketing strategies and objectives in line with overall business goals;
- Build strong effective partnerships with current and potential clients to better understand their needs and long-term plans;
- Drive internal growth by adding profitable and strategically important clients, locally and regionally;
- Chair strategic marketing team meetings to develop marketing objectives that achieve the vision and strategic goals for our group of companies
- Stay informed on local and regional news that may affect our business (ie trends, competitors, and marketing opportunities).

***Digital Expertise***

- Develop and execute an online presence using the most current tools and forums;
- Manage the corporate social media accounts, ensuring an engaged and active presence;
- Oversee website development and management;

- Employ search engine optimization tools to maximize our group of companies' online visibility;
- Stay abreast of new online tools to increase our web presence and to boost brand awareness;
- Oversee digital event planning and execution.

### ***Event Planning and Implementation***

- Develop ideas for elite client events, excursions and trips that will ensure memorable experiences for our top clientele;
- Plan, execute and attend events, ensuring purposeful and meaningful opportunities to connect with our clients;
- Coordinate and/or complete follow-up after events in order to gather metrics on whether the activity achieved its goal;
- Develop and maintain an annual event and marketing calendar accessible to all team members;
- Give marketing presentations, develop materials and support the team at speaking engagements and event opportunities.

### ***Communications and Public Relations***

- Liaise with external contractors on marketing materials including design, print, video, photography, content, online content and other material as needed;
- Act as a media liaison, identifying and seeking out opportunities to publicly position our team as "The Expert" in our field;
- Seek out award and recognition opportunities for our team, and for ideal clients, submitting nominations as required;
- Work with the team to identify topics and draft content for hard copy and online distribution;
- Identify and develop partnerships with professional, business and external organizations;
- Develop a community engagement and giving plan
- Liaise with internal and external teams to ensure brand consistency.

### ***Administration***

- Develop and propose an annual marketing budget;
- Track expenditures to meet budget targets;
- Work with the team to ensure client experience is aligned to our brand promise with every interaction;
- Set goals for the marketing team to support the plan;

- Identify opportunities to grow and develop the strengths of our marketing team;
- Look for and identify any efficiencies or improvements within our marketing activities and processes;
- Manage external suppliers;
- Other duties as required.

### **Experience and Education**

- Post-secondary degree preferred in Business (Marketing emphasis), Communications, Business, or a related field, or a combination of education and experience;
- Minimum 3-5 years experience in marketing and communications;
- Minimum 2 years' experience using digital marketing tools to boost brand awareness;
- Strong comfort level using social media to connect with others and build relationships;
- Minimum 2 years' experience liaising with media outlets and creating media opportunities using public relations strategies;
- Minimum 3-5 years experience developing and executing marketing plans and related budgets;
- Proficiency in Microsoft Office Suite including: PowerPoint, Outlook, Excel and Word;
- Experience using Salesforce or a client relationship management system would be an asset;
- Valid driver's licence with clean driving abstract.

### **Special effort required**

- Must be available to travel and work evenings or weekends when required;
- This position will directly supervise others (business development and field reps);
- This position will indirectly supervise others on a project basis.

*Please note: The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be considered as a conclusive description of all work required in the position. This job description may be subject to change in order to meet organizational, client or operational requirements.*